

Rep Order# 7914413 Ver# 1 Status New

Traffic Order#  
Printed: 10/19/2012 12:04 PM  
Last Received: 10/19/2012 11:44 AM  
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) DCCC-DEM CNGRS CMPG  
Product DCCC  
Estimate# 2112  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/2112  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	KSL 5 EARLY TODAY	:30	\$115.00	10/23-10/26	4	1	4	\$460.00	
	2	TU-F	6A-7A	KSL 5 NEWS TODAY	:30	\$525.00	10/23-10/26	1	1	1	\$525.00	
	3	TU-F,M	7A-8A	TODAY SHOW 7-8A	:30	\$700.00	10/23-10/29	0	0	0	\$0.00	
	4	TU-F,M	8A-9A	TODAY SHOW 8-9A	:30	\$475.00	10/23-10/29	0	0	0	\$0.00	
	5	SA	5A-659A	SATURDAY TODAY	:30	\$60.00	10/27-10/27	1	1	1	\$60.00	
	6	SU	7A-8A	SUNDAY TODAY	:30	\$225.00	10/28-10/28	1	1	1	\$225.00	
	7	SU	8A-9A	MEET THE PRESS	:30	\$200.00	10/28-10/28	0	0	0	\$0.00	
	8	TU-F	9A-10A	TODAY SHOW 2	:30	\$325.00	10/23-10/26	1	1	1	\$325.00	
	9	TU-F	12P-1P	KSL 5 NEWS AT NOON	:30	\$330.00	10/23-10/26	1	1	1	\$330.00	
	10	TU-F	1P-2P	TODAY SHOW 3	:30	\$325.00	10/23-10/26	1	1	1	\$325.00	
	11	TU-F,M	5P-530P	KSL 5 NEWS	:30	\$525.00	10/23-10/29	0	0	0	\$0.00	
	12	TU-F,M	6P-630P	KSL 5 NEWS AT 6P	:30	\$485.00	10/23-10/29	0	0	0	\$0.00	
	13	TU-F	630P-7P	KSL 5 NEWS AT 630P	:30	\$900.00	10/23-10/26	2	1	2	\$1,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	SA	6P-630P	KSL 5 NEWS AT 6P SAT	:30	\$225.00	10/27-10/27	0	0	0	\$0.00	
	15	SA	630P-7P	GAME NIGHT LIVE	:30	\$100.00	10/27-10/27	1	1	1	\$100.00	
	16	TU-F,M	10P-1035P	KSL 5 NEWS AT 10	:30	\$1,800.00	10/23-10/29	0	0	0	\$0.00	
	17	SA	10P-1035P	KSL 5 NEWS AT 10 - SAT	:30	\$1,100.00	10/27-10/27	0	0	0	\$0.00	
	18	SU	10P-1035P	KSL 5 NEWS AT 10 - SUN	:30	\$2,300.00	10/28-10/28	0	0	0	\$0.00	
	19	TU-F	1035P-1137P	TONIGHT SHOW	:30	\$600.00	10/23-10/26	1	1	1	\$600.00	
	20	TU-F	1137P-1236A	JIMMY FALLON VARIETY SHOW	:30	\$250.00	10/23-10/26	1	1	1	\$250.00	

---REPORT TOTALS---

Report Totals: 15 / \$5,000.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$5,000.00 Nov 12: 0 / \$0.00  
Sales Totals: 15 / \$5,000.00  
Station Totals: 15 / \$5,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$25,000 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%  
KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null  
Demos RA35+

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EC'd Yes

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